

ORDER



Orders
Order / Rev: 69347
Alt Order #: 9856160 /Brad
Product Desc: Obama for America
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 11/08/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/05/12 | 82 | \$17,180.00 | \$14,603.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 82 | \$17,180.00 | \$14,603.00 | 0.00 |
| Totals | 82 | \$17,180.00 | \$14,603.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| WLYH CW15 | 7% | \$17,180.00 |
| Market | 100% | \$245,428.57 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|--------------|
| EHP | 0% | \$0.00 |
| UNKWN | 93% | \$228,248.57 |
| WGAL | 0% | \$0.00 |
| WHP | 0% | \$0.00 |
| WHTM | 0% | \$0.00 |
| WPMT | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|----------------------------|-------|----------------|----------|------|-------|----------|-----|------|------|-------|----------|
| N 1 | WLYH | 11/01/12 | 11/05/12 | Daily Buzz Daily Buzz | CM | 7-9a | M- -TF-- | 1:00 | 2 | \$70.00 | P-2 | 0.00 | NM | 2 | \$140.00 |
| N 2 | WLYH | 11/01/12 | 11/05/12 | M-F 9a-10a M-F 9a-10a | CM | 9a-10a | M- -TF-- | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |
| N 3 | WLYH | 11/01/12 | 11/05/12 | M-F 10a-11a M-F 10a-11a | CM | 10a-11a | M- -TF-- | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |
| N 4 | WLYH | 11/01/12 | 11/05/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | M- -TF-- | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |
| N 5 | WLYH | 11/01/12 | 11/05/12 | M-F 12p-1p M-F 12p-1p | CM | 12p-1p | M- -TF-- | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |
| N 6 | WLYH | 11/01/12 | 11/05/12 | | CM | 1p-2p | M- -TF-- | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |

Order / Rev: 69347
 Alt Order #: 9856160 /Brad
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Obama/D/President
 Product Desc: Obama for America
 Estimate:

WLYH CW15

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|----------|----------|--|-------|----------------|------------|------|-------|----------|-----|------|------|-------|------------|
| | | | | M-F 1p-2p M-F 1p-2p | | | | | | | | | | | |
| N 7 | WLYH | 11/01/12 | 11/05/12 | M-F 2p-3p M-F 2p-3p | CM | 2p-3p | M- TF- - | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |
| N 8 | WLYH | 11/01/12 | 11/05/12 | M-F 3p-4p M-F 3p-4p | CM | 3p-4p | M- TF- - | 1:00 | 2 | \$160.00 | P-2 | 0.00 | NM | 2 | \$320.00 |
| N 9 | WLYH | 11/01/12 | 11/05/12 | M-F 4p-5p M-F 4p-5p | CM | 4p-5p | M- TF- - | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |
| N 10 | WLYH | 11/01/12 | 11/05/12 | M-F 5p-6p M-F 5p-6p | CM | 5p-6p | M- TF- - | 1:00 | 2 | \$100.00 | P-2 | 0.00 | NM | 2 | \$200.00 |
| N 11 | WLYH | 11/01/12 | 11/05/12 | M-F 6p-7p M-F 6p-7p | CM | 6p-7p | M- TF- - | 1:00 | 2 | \$110.00 | P-2 | 0.00 | NM | 2 | \$220.00 |
| N 12 | WLYH | 11/01/12 | 11/05/12 | Sa Prime Access Rotato Sa 7p-8p | CM | 7p-8p | - - - - S- | 1:00 | 1 | \$160.00 | P-2 | 0.00 | NM | 1 | \$160.00 |
| N 13 | WLYH | 11/01/12 | 11/05/12 | M-F 7-730p M-F 7p-730p | CM | 7p-730p | M- TF- - | 1:00 | 2 | \$550.00 | P-2 | 0.00 | NM | 1 | \$550.00 |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WLYH 11/01/12-11/05/12 M-F 7-730p 7p-730p M- ThF- - - - 1:00 (\$550.00) 0.00 NM Credited [Credited Spot] | | | | | | | | | | | | | | | |
| N 14 | WLYH | 11/01/12 | 11/05/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | M- TF- - | 1:00 | 4 | \$400.00 | P-2 | 0.00 | NM | 8 | \$2,200.00 |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WLYH 11/01/12-11/05/12 M-F 730p-8p 730p-8p M- ThF- - - - 1:00 (\$400.00) 0.00 NM See MG 14.5,14.6,14.7,14.8 [Preempted by NSM] 3 WLYH 11/01/12-11/05/12 M-F 730p-8p 730p-8p M- ThF- - - - 1:00 (\$400.00) 0.00 NM See MG 14.5,14.6,14.7,14.8 [Preempted by NSM] 4 WLYH 11/01/12-11/05/12 M-F 730p-8p 730p-8p M- ThF- - - - 1:00 (\$400.00) 0.00 NM See MG 14.9,14.10,14.11 [No Avail] 5 WLYH 11/01/12-11/05/12 M-F 730p-8p 730p-8p M- ThF- - - - 1:00 \$400.00 0.00 NM Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight] 6 WLYH 11/01/12-11/05/12 M-F 730p-8p 730p-8p M- ThF- - - - 1:00 \$400.00 0.00 NM Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight] 7 WLYH 11/01/12-11/05/12 Sat Reg 1 8p-9p - - - - - Sa - - 1:00 \$300.00 0.00 NM Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight] 8 WLYH 11/01/12-11/05/12 Sun Reg 2 8p-9p - - - - - Su 1:00 \$300.00 0.00 NM Ⓜ MG for 14.3,24.2,26.1,14.1 [MG within Flight] 9 WLYH 11/05/12-11/05/12 M-F 1030p-11p 1030p-11p M- - - - - - 1:00 \$140.00 0.00 NM Ⓜ MG for 14.4 11/05 [MG within Flight] 10 WLYH 11/01/12-11/05/12 Big East Football Various - - - - - Sa - - 1:00 \$140.00 0.00 NM Ⓜ MG for 14.4 11/05 [MG within Flight] 11 WLYH 11/01/12-11/05/12 Sa 6p-7p 6p-7p - - - - - Sa - - 1:00 \$120.00 0.00 NM Ⓜ MG for 14.4 11/05 [MG within Flight] | | | | | | | | | | | | | | | |
| N 15 | WLYH | 11/01/12 | 11/05/12 | M-F 10p-1030p News CBS 21 News on CW 15 | CM | 10p-1030p | M- TF- - | 1:00 | 2 | \$250.00 | P-2 | 0.00 | NM | 2 | \$500.00 |
| N 16 | WLYH | 11/01/12 | 11/05/12 | M-F 1030p-11p M-F 1030p-11p | CM | 1030p-11p | M- TF- - | 1:00 | 2 | \$130.00 | P-2 | 0.00 | NM | 2 | \$260.00 |
| N 17 | WLYH | 11/01/12 | 11/05/12 | | CM | 11p-1130p | M- TF- - | 1:00 | 2 | \$100.00 | P-2 | 0.00 | NM | 2 | \$200.00 |

Order / Rev: 69347
 Alt Order #: 9856160 /Brad
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Obama/D/President
 Product Desc: Obama for America
 Estimate:

WLYH CW15

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|----------|----------|--|-------|----------------|---------|------|-------|----------|-----|------|------|-------|------------|
| | | | | M-F 11p-1130p M-F 11p-1130p | | | | | | | | | | | |
| N18 | WLYH | 11/01/12 | 11/05/12 | M-F 1130p-12a M-F 1130p-12a | CM | 1130p-12a | M--TF-- | 1:00 | 2 | \$100.00 | P-2 | 0.00 | NM | 2 | \$200.00 |
| N19 | WLYH | 11/01/12 | 11/05/12 | Sa 1030p-1130p Sa 1030p-1130p | CM | 1030p-1130p | -----S- | 1:00 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| N20 | WLYH | 11/01/12 | 11/05/12 | Sa 1130p-1230a Sa 1130p-1230a | CM | 1130p-1230a | -----S- | 1:00 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| N21 | WLYH | 11/01/12 | 11/05/12 | Su 1030p-11p Su 1030p-11p | CM | 1030p-11p | -----S | 1:00 | 1 | \$140.00 | P-2 | 0.00 | NM | 1 | \$140.00 |
| N22 | WLYH | 11/01/12 | 11/05/12 | Su 11p-1130p Su 11p-1130p | CM | 11p-1130p | -----S | 1:00 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| N23 | WLYH | 11/01/12 | 11/05/12 | Su 1130p-12a Su 1130p-12a | CM | 1130p-12a | -----S | 1:00 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| N24 | WLYH | 11/01/12 | 11/05/12 | Sat Reg 1 Sat 8p-9p | CM | 8p-9p | -----S- | 1:00 | 2 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WLYH 11/01/12-11/05/12 Sat Reg 1 8p-9p -----Sa-- 1:00 (\$300.00) 0.00 NM See MG 14.5,14.6,14.7,14.8 [Preempted by NSM] | | | | | | | | | | | | | | | |
| N25 | WLYH | 11/01/12 | 11/05/12 | Sat Reg 2 Sat 9p-10p | CM | 9p-10p | -----S- | 1:00 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| N26 | WLYH | 11/01/12 | 11/05/12 | Sun Reg 2 Sun 8p-9p | CM | 8p-9p | -----S | 1:00 | 2 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WLYH 11/01/12-11/05/12 Sun Reg 2 8p-9p -----Su 1:00 (\$300.00) 0.00 NM See MG 14.5,14.6,14.7,14.8 [Preempted by NSM] | | | | | | | | | | | | | | | |
| N27 | WLYH | 11/01/12 | 11/05/12 | Sun Reg 3 Sun 9p-10p | CM | 9p-10p | -----S | 1:00 | 1 | \$270.00 | P-2 | 0.00 | NM | 1 | \$270.00 |
| N28 | WLYH | 11/01/12 | 11/05/12 | Big East Football Big East Football | CM | Various | -----S- | 1:00 | 1 | \$140.00 | P-2 | 0.00 | NM | 1 | \$140.00 |
| N29 | WLYH | 11/02/12 | 11/05/12 | M-F 7-730p M-F 7p-730p | CM | 7p-730p | M--F-- | 1:00 | 2 | \$550.00 | P-2 | 0.00 | NM | 2 | \$1,100.00 |
| N30 | WLYH | 11/02/12 | 11/05/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | M--F-- | 1:00 | 1 | \$400.00 | P-2 | 0.00 | NM | 0 | \$0.00 |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WLYH 11/02/12-11/05/12 M-F 730p-8p 730p-8p M---F---- 1:00 (\$400.00) 0.00 NM Credited [Credited Spot] | | | | | | | | | | | | | | | |
| N31 | WLYH | 11/01/12 | 11/05/12 | Sun Reg 1 Sun 7p-8p | CM | 7p-8p | -----S | 1:00 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| N32 | WLYH | 11/01/12 | 11/05/12 | Sa Prime Access Rotato Sa 7p-8p | CM | 7p-8p | -----S- | 1:00 | 1 | \$160.00 | P-2 | 0.00 | NM | 1 | \$160.00 |
| N33 | WLYH | 11/02/12 | 11/05/12 | M-F 10p-1030p News CBS 21 News on CW 15 | CM | 10p-1030p | M--F-- | 1:00 | 2 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WLYH 11/02/12-11/05/12 M-F 10p-1030p News 10p-1030p M---F---- 1:00 (\$250.00) 0.00 NM Credited [Credited Spot] | | | | | | | | | | | | | | | |
| N34 | WLYH | 11/01/12 | 11/05/12 | Sa-Su 10p-1030p News CBS 21 News on CW 15 | CM | 10p-1030p | -----SS | 1:00 | 2 | \$240.00 | P-2 | 0.00 | NM | 2 | \$480.00 |
| N35 | WLYH | 11/01/12 | 11/05/12 | Mon Reg 1 Mon 8p-9p | CM | 8p-9p | M----- | 1:00 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |
| N36 | WLYH | 11/01/12 | 11/05/12 | Sat Reg 1 Sat 8p-9p | CM | 8p-9p | -----S- | 1:00 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |

| | |
|---------------|---------------------|
| Order / Rev: | 69347 |
| Alt Order #: | 9856160 /Brad |
| Flight Dates: | 11/01/12 - 11/05/12 |

| | |
|---------------|-------------------|
| Advertiser: | Obama/D/President |
| Product Desc: | Obama for America |
| Estimate: | |

WLYH CW15

[illegible]